

Profile

of BLUE CROSS-BLUE SHIELD of FLORIDA

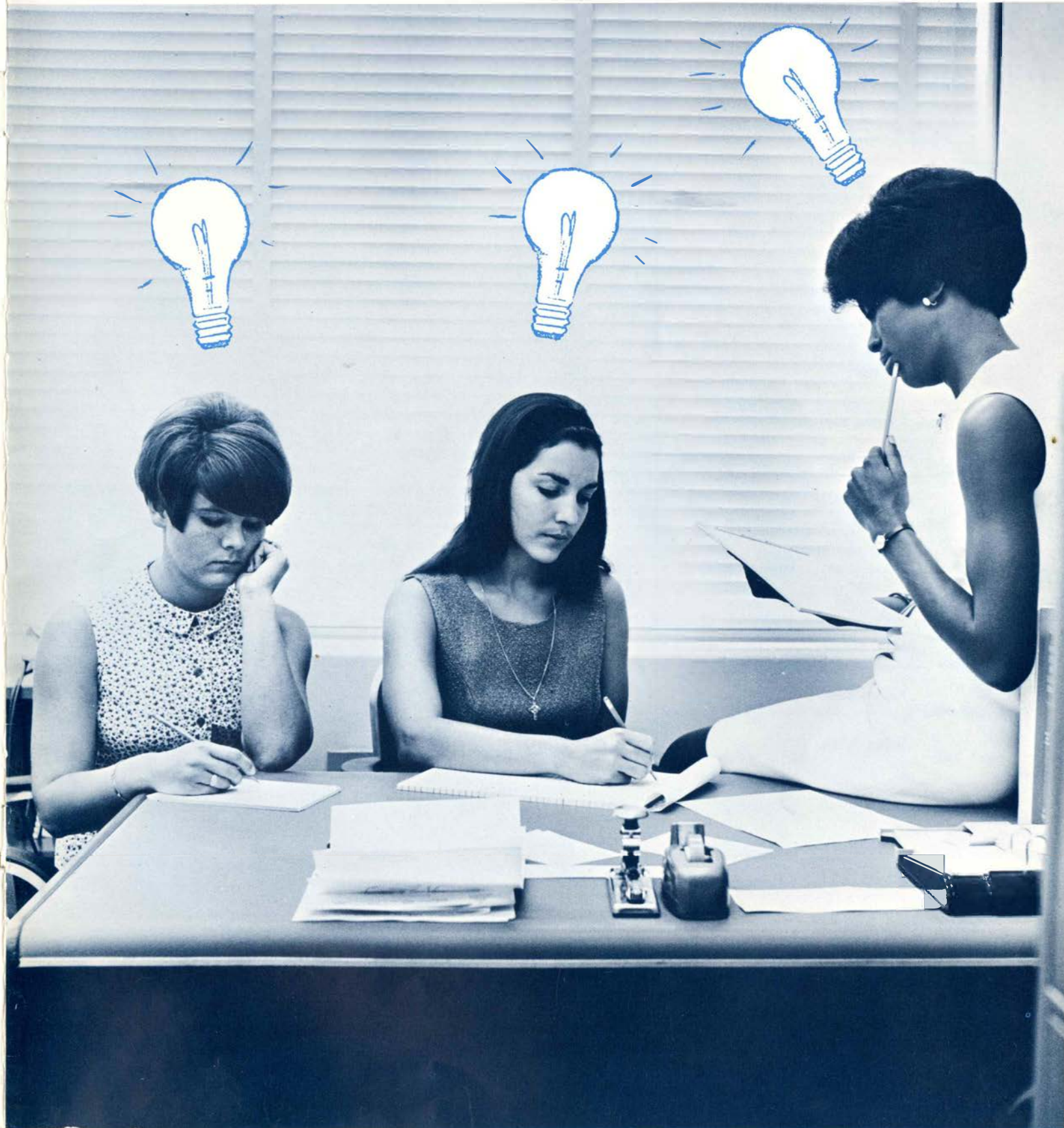
September, 1968

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Profile

Vol. 1, No. 3

September, 1968

Published monthly for the employees,
their families, and friends of



BLUE CROSS of FLORIDA, INC.
BLUE SHIELD of FLORIDA, INC.

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Jacksonville, Florida 32201

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ABOUT THE COVER

Musing over their first suggestions to be submitted as entries in the company's new suggestion award program are: Linda Began, left, Data Recording Verifying; Mary Murray, center, Medicare B Correspondence; and Pamela Harrison, Personnel.

SUGGESTION SYSTEM GOES INTO EFFECT OCTOBER 1



Jim Nixdorf

Now's the time to put on your thinking caps! On October 1 a company-sponsored suggestion award program went into effect for employees throughout the state.

Jim Nixdorf, a Personnel Department employee for the past six months as the Personnel Director's assistant for special projects, has been selected to handle the new suggestion system.

Personnel Director W. T. Gibson defines the new program's objectives as follows:

1. To give employees the opportunity to submit ideas for improvement of their working areas and procedures to management.
2. To provide management with ideas that will result in more efficient or less costly work processes.
3. To provide management with ideas that will make the company a safer and more desirable place to work.

After an employee has come up with an idea he or she feels is worthwhile and valid, the rest is easy. Suggestion

blanks will be available to each employee (they will be mailed to branch offices). Notice will be given all Jacksonville employees as to where they can get all the suggestion blanks they need.

The basic mechanics of the system begin with the suggester completing a suggestion form and sending it to the Personnel Department. The form will contain the name, department and telephone number of the suggester as well as information on how the job is done now and what is recommended as an improvement in the system.

Personnel will stamp the suggestion with a number, date and time of receipt, and will send a copy of the suggestion with the control number on it back to the suggester. A copy of the suggestion *with the suggester's name blanked out* and only the control number as identification will be sent to a special Committee for review.

Following this review, the suggestion will be sent to the department involved for evaluation. The Department Manager of the department will then review it and if it appears to be a good one, will make an estimate of

the annual savings that adoption of the suggestion will afford. This estimate would be based on clerical savings in supplies or forms, and savings in equipment or machine time. Estimated savings in excess of \$100 would be sent to the Methods Department or to Systems and Programming for their estimate of savings.

The suggester will be notified if he or she is a winner and an award of 10% of the estimated annual savings, rounded to the nearest whole dollar, would then be made. The minimum award will be \$10.00. The award check will be sent to the Department Manager for formal presentation to the suggester.

A suggestion which involves safety or employee morale would not receive an award based on monetary savings. This type of suggestion, which corrects conditions important to employees, will receive a minimum award of \$10.00 upon approval.

Names of winners will be published in PROFILE each month along with the winning suggestions and the amount of the award given.

Eligible employees for the suggestion system are those who are below supervisory level.

The company reserves the right to decide on the validity of any and all suggestions and will make the final decision as to the award given. All suggestions become the property of Blue Cross-Blue Shield of Florida when they are submitted.

While you are thinking about this new system, here is a rule of thumb to go by when submitting any suggestion: **A SUGGESTION IS DEFINED AS A RECOMMENDATION FOR CHANGES IN A SYSTEM OR PROCESS THAT MAKES THE JOB EASIER AND LESS COSTLY OR THAT IMPROVES A CONDITION IMPORTANT TO EMPLOYEES.**

So, get your thinking caps on and your pens and pencils out. The awards are there for you to earn, and management is anxious to get the program into high gear. Make it work for you!

PROMOTIONS

McGURRIN & LENTZ PROMOTED



Joe McGurrin



Art Lentz

Two promotions, one to fill a newly established position, have been announced by Vice President of Marketing, Tom Stallworth.

Joe McGurrin took a step up the promotion ladder from his position of Northern Regional Manager to Group Sales Manager, a new position within the company. In this capacity he will have prime responsibility for group sales and service and will direct and coordinate the entire Group Department sales effort. He will also supervise the recruiting and training of new representatives and the continuing training of all sales personnel through the office of the training coordinator.

Mr. McGurrin was employed as a Sales Representative in 1950; in 1953 he was selected as a Branch Manager of the greater Jacksonville enrollment area. Five years later he was promoted to Northern Regional Manager, a position he has held until his recent promotion.

To fill the vacancy created by Mr. McGurrin's advancement, Art Lentz has been announced as the new Northern Regional Manager. He will have the prime responsibility for group sales and service in the Northern Region and will report directly to Mr. McGurrin.

Mr. Lentz was hired as a Sales Representative in 1954 with prior experience of 3½ years with the Blue Cross Commission in Chicago. This national level experience proved quite beneficial to him during his employment with the Florida Plan. In 1957 he was promoted to Branch Manager of the West Florida Area in Tallahassee where he has been headquartered ever since.

During the last 11 years as Manager of this area he has been coordinating the major state enrolled groups which now number approximately 75,000 employees and dependents.

Mr. Lentz, his wife and children have moved from Tallahassee to Jacksonville into their new Arlingwood home. His office is in the Fletcher Building while Mr. McGurrin has moved to the second floor of the 532 Riverside Building.



COMPETITION ROLLS ON

Medicare B Cycle Ten Competition continues through its second, third and fourth cycles (a total of eight weeks) since last report in PROFILE with the first winners — Zippy Jet Sets — setting the pace through the first three cycles. However, the fourth two-week period of competition was led by a new team winner, Lee's Night Owls.



Lee's Night Owls

The individual winner of the highest production record based on accuracy and quantity of claims completed the first cycle was Jill Weatherford. She was replaced during the second and third rounds by the one gentlemen on the Zippy Jet-Sets team and in Medicare B, Chester Dobeck. The fourth cycle leader was Sally Singleton, a member of the Phillips' Pride team which placed second in team competition for the fourth cycle.



Sally Singleton



Chester Dobeck

Leading team personnel still continue to sport the large blue ribbon standards on their desks, and large pictures outside the fifth floor elevators tell who first, second and third place team winners are. Final results of the Cycle Ten competition will be announced at the end of the contest after October 22.

THESE MODERN TIMES

Nate Haseltine, a free lance writer for the Washington, D.C. Post who usually specializes in articles re the medical field, tells about a new bumper sticker making the rounds: "Drive safely. Someone may want your heart."

BC/BS PLAYS PART IN CONSOLIDATION



BOLD NEW CITY'S SKYLINE AT NIGHT LOOKING ACROSS THE ACOSTA BRIDGE AND THE ST. JOHNS RIVER.

Florida Blue Cross and Blue Shield take particular pride in welcoming the "Bold New City of the South" — the Consolidated City of Jacksonville — as one of their newest groups.

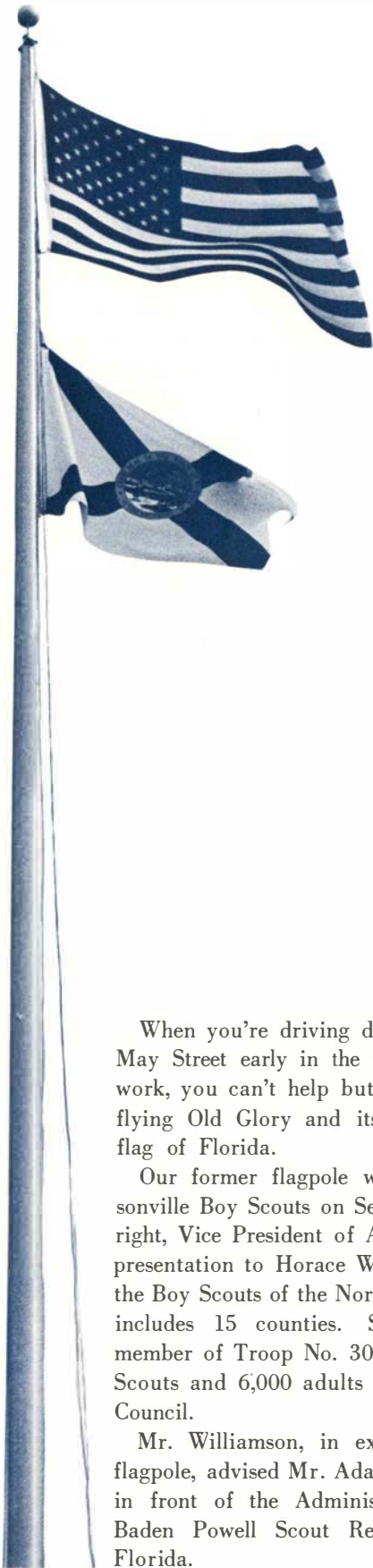
On October 1, 1968, the former City of Jacksonville and Duval County merged into one consolidated government known as the City of Jacksonville. With a land area of 827 square miles, it becomes the most spacious municipality in the country, encompassing virtually the entire county (the Beaches municipalities and the City of Baldwin excepted).

Employees of the present City of Jacksonville have been

covered by BC/BS since January 1, 1966. With the merger of county and city governments on October 1, almost 8,000 consolidated employees and their families now enjoy BC/BS health care protection.

The new city, designed to encourage efficiency and economy in government and to keep pace with a progressive and rapidly growing community, was approved by the voters of the community on August 7, 1967. The new Consolidated Council worked arduously since March 1 in order to be ready to take over officially on October 1. The Mayor of the former City of Jacksonville, Hans G. Tanzler, Jr., is also the Mayor of the new consolidated city.

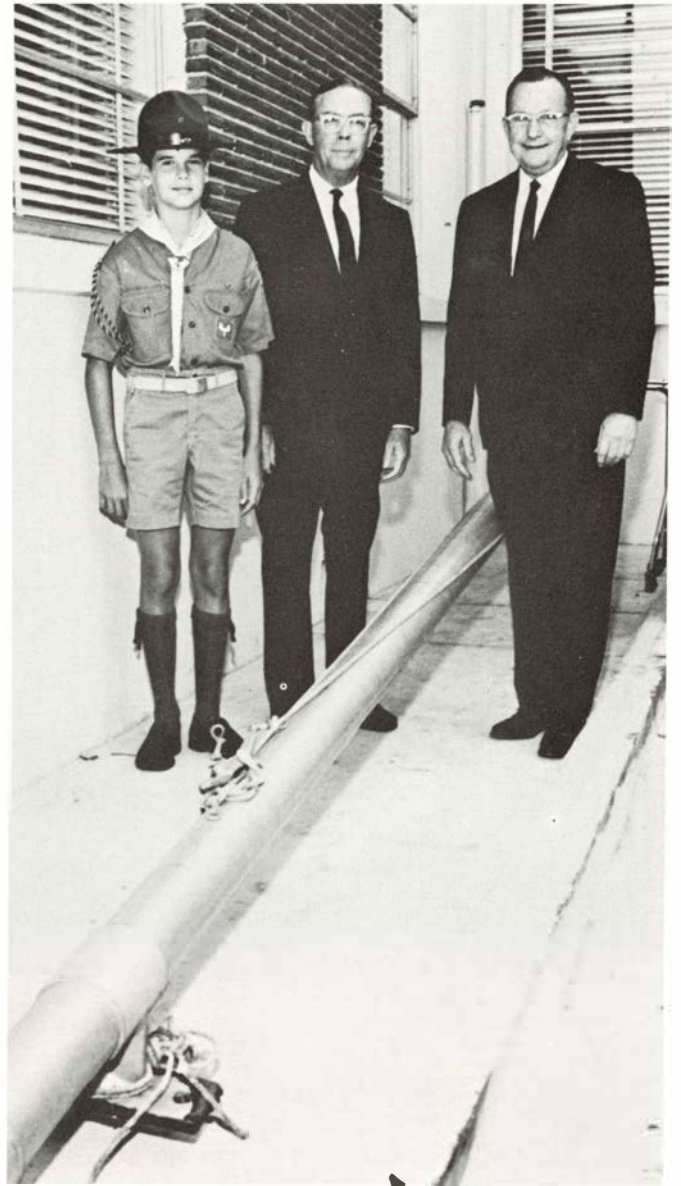
Flag Day at BC/BS




















When you're driving down Riverside Avenue or May Street early in the morning on your way to work, you can't help but notice our new flagpole flying Old Glory and its counterpart — the state flag of Florida.





























Our former flagpole was donated to the Jacksonville Boy Scouts on September 18. Hal Adams, right, Vice President of Administration, makes the presentation to Horace Williamson, headmaster of the Boy Scouts of the North Florida Council, which includes 15 counties. Sean Breise, 13-year-old member of Troop No. 303, represented the 15,000 Scouts and 6,000 adults active in scouting in the Council.

Mr. Williamson, in expressing thanks for the flagpole, advised Mr. Adams that it will be erected in front of the Administration Building at the Baden Powell Scout Reservation near Melrose, Florida.





Can We Wave The Flag Too Much?



Is it possible to wave the flag too much? Provided, of course, that you wave it with integrity? Is it possible to study Lincoln or Shakespeare too much? Is it possible to read the Bible too much ★ The great, the good, the true, are inexhaustible for inspiration, example and strength. I believe that we are not waving our flag enough, not nearly enough ★ It seems to me that we are developing a tendency to be timid or even apologetic about waving the stars and stripes. Walk up and down the streets on July 4th and count the flags. It is our nation's birthday, a sacred day in world history, the most important day of America. Why isn't the flag flying on every rooftop and from every home and building? This complacent attitude is strong evidence of cancerous patriotic decay. The flag is a symbol of our national unity. It is the spirit of our undying devotion to our country. It stands for the best that is in us . . . for loyalty, character, and faith in democracy ★ Isn't our flag a synonym of the United States of America? Does it not represent man's greatest, noblest, most sublime dream? Is it not the zenith of achievement, the goal to which generations have aspired? ★ Ladies and gentlemen, I believe it is time for us . . . for the mad, rushing Twentieth Century American . . . to stop for a moment and think. Let us arrest our near reverential admiration of material success and return to the spiritual and ethical values. Let us imbue and rekindle in ourselves and our children the so-called old-fashioned way of patriotism, a burning devotion to the principles and ideals upon which our country was founded ★ Should not every home own and proudly display the colors on holidays and other such occasions? Isn't the flag Patrick Henry, Jefferson, Franklin, Washington, Nathan Hale, Gettysburg and Valley Forge, Paul Revere, Jackson and other great men and women who have given us our heritage. When you look at the flag can't you see the Alamo, Corregidor, Pearl Harbor, The Monitor, The Merrimac, Wake Island, and Korea? Lest we forget, isn't the flag Flanders Field, Bataan, Iwo Jima, Normandy, Babe Ruth and Davy Crockett? The great events of our past and present are wrapped up in our flag ★ It is a symbol of this blessed nation, a giant in industry, education and commerce. Millions of fertile square miles, wheatlands, coal mines, steel plants. Our great republic, the chosen infant destined to be man's last and remaining hope for suffering humanity, a shining beacon of light, noble and glorious, the haven for the oppressed and persecuted and truly God's gift to mankind ★

That is what the flag means to me. Can we wave it too much? I don't think so.

"Can We Wave The Flag Too Much?" is the reply by patriot Sidney L. DeLove of Chicago after a listener to his Know Your History Hour on December 30, 1956, wrote him: "Your programs are wonderful, especially the no commercials, but you are waving the flag too much."

His reply has been reprinted annually in many national magazines and newspapers and is part of The Congressional Record.

Vacation Policy Announced

Long-term employees with 15 or more years' service in 1968 will now receive 4 weeks instead of 3 weeks paid vacation yearly effective immediately, it was announced by Mr. Schroder at a department managers meeting August 19.

Directly effected by the new policy change during this calendar year are 55 employees in Jacksonville and in branch offices throughout the state, with another 7 employees becoming eligible for the new benefits in 1969.

Evelyn Reynolds, Non-Group, Jacksonville, was the first eligible employee to take advantage of her 4th week of vacation.

Another new development regarding vacations is the decision to allow employees with 2 weeks vacation to split up one of their weeks into days to fit their individual schedules, if they desire. This policy will not go into effect until January 1, 1969 in fairness to employees who have already used up their vacations this year on a weekly basis. Employees with 3 weeks have previously been allowed to split up one of their weeks.

Although employees with one year of service are entitled to two weeks vacation, an employee may take one week of this time after 6 months' service with the company.

THREE GROUPS TOUR OFFICE FACILITIES

Tour guides and assigned department personnel on the designated tour floors have been frequently called upon lately with three Jacksonville groups visiting our facilities.

In July, 30 young ladies from Jacksonville's Opportunity Industrialization Center — an agency interested in training and locating persons in jobs throughout the city — were given a two-hour tour by guides Barbara Kirkpatrick (Key Punch), and Mariam Chambliss (Mohawk). These visitors may have recognized some of their associates while walking through the building as Personnel Manager W. T. Gibson reports we have already hired nearly a dozen of these young people from OIC.

On August 22 nearly 40 members of the Hospital Financial Management Association, including several BC/BS members and guests, attended a dinner meeting on the sixth floor. BC/BS Assistant Director J. W. Herbert was the featured speaker of the evening, and following his talk, guests were invited on a building tour given by your editor.

Cliff Mendoza of the Personnel Department planned a full day of activities for 15 teachers who visited on August 28 when we hosted the group for Business Education Teachers Day. They toured the building with guides Sharonlee Sampson and Sandy McClendon (both of Medicare B), heard Betty Collins discuss qualities desired in prospective clerical employees, attended workshops in Claims, Medicare B and Data Processing departments, and left at 3:30 p.m.

NABSP PRESIDENT CASTELLUCCI HONORED BY ITALIAN GOVERNMENT



The Italian Government presented a distinguished award on August 22 in Chicago to John W. Castellucci, President of the National Association of Blue Shield Plans.

Mr. Castellucci was awarded the medal of the "Knight to the Order of Merit of the Italian Republic" by Dr. Augusto Russo, the Italian Consul General in Chicago at the Lake Shore Club.

The honorary knighthood is given to Americans of Italian descent who have attained prominence in their particular field, thereby giving honor to their Italian name.

Mr. Castellucci was cited for the role he has played in furthering the development of health insurance and in assisting in the administration of the Medicare program.

Blue Shield Plans serve more than 75 million people in the financing of medical-surgical protection. Thirty-three of the Blue Shield Plans currently act as carriers for 60% — 10 million — of the Medicare beneficiaries under Part B.

NEW WORKING HOURS ELIMINATE CONGESTION

Beginning August 19, and for a trial period of six months, the Jacksonville office went on a staggered work schedule during the daytime hours. The first group to arrive at work, floors 1, 3, 5 and 8, report at 8:00 a.m. and leave at 4:30 p.m. — the second shift, floors 2, 4, 7, 9 and 10 come in at 8:15 a.m. and go home at 4:30 p.m.

So far, this schedule has worked out seemingly to everyone's satisfaction — mainly because it has greatly relieved elevator congestion both in the morning and afternoon and has proved successful in eliminating the parking jam at all parking lot exits in the afternoon.

There are approximately 650 daytime employees on each schedule with night shift employees being unaffected by the change.

PERSONNEL...ITIES



NATIONAL TOURNAMENT TROPHY AND INDIVIDUAL TROPHIES

LOCAL TEAM WITH 6 BC/BS GIRLS PLACES NATIONALLY

At the risk of sounding like the Avis Rent-a-Car ads, several girls at BC/BS are saying "We're Number 2."

Six members of the Carter's women's softball team which came in second in the National tournament held Labor Day in Cincinnati, Ohio are employed here in the Jacksonville office. Pictured in last month's PROFILE on page 15 with some of the trophies they had previously won, here are the girls with their newest acquisition, a 6 foot high trophy signifying their second place victory in national compe-

tition.

For those who flew to Cincinnati and back, it was quite a feat to even bring the trophy back to Jacksonville. The airlines had to lay it in the cockpit as it wouldn't even go in the plane's baggage compartment!

Congratulations to Karlene Zink, Pat Keane, Jackie Coleman, Winnie Waddell, Sally Kellum and Glenora Rickhoff for their fine showing in this national women's softball tournament.

MEN'S TEAM No. 2 WINS COMPANY SOFTBALL TOURNEY

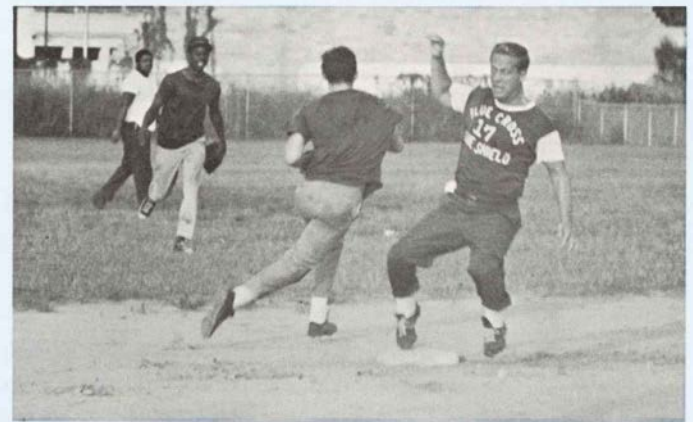
The final game of the men's inter-company softball tournament on August 27 at Southside Park ended in the same exciting fashion as most of the play-off games: a close score of 12-11 with the winning run scoring in the bottom of the last inning.

Since this was an elimination tournament among three teams, with the first two nights of play ending in a stalemate, a third night had to be scheduled to determine the winner.

Team #2 made up mostly of mail and stock room boys was the championship team, with #1 runner-up (Data Processing boys), and #3, Programmers, coming in third.

Competing in the final game were teams #2 and #1 ending an exciting season for these three teams who played in the Industrial South and North Slow Pitch Leagues. All three Blue Cross - Blue Shield teams were sponsored by the Employees Club.

The roster of the winning team was comprised of: Jerry Mauney, David Lunger, Jim Peaks, Jim Robbins, Barry Chambers, Bob Tyree, Don Lanier, Mike Kimble, Earl Green, Terry Rivers, Hal Robinson, George Collier and Ken Rathman.



GIRLS' SOFTBALL TEAM HONORS COACH



Shown with their coach are, left to right: Robin Farmer, Phyllis King, Jackie Corbitt, Karen Groover, Kerry Albert, Linda Dowling, Susan Tison, Thomasena Johnson, Wilhelmina Ross, Connie Josey, and Sandy Sutton. LuAnn Rountree was not available when the picture was taken.

"Win a few, lose a few," are the words inscribed on the front of a specially made trophy Flake Hewett's girls softball team surprised him with following the season's last game.

Flake, Manager of Hospital Relations, coached the Blue Cross-Blue Shield sponsored team which competed in the Women's Slow Pitch City League this summer. To express their gratitude, the girls had the top of the trophy inscribed: "In appreciation to Coach Flake Hewett — 1968 Blue Cross Women's Softball Team."

The trophy has a special place on his desk, and if he is called a "clock watcher," it's just because he is admiring the attractive clock on the marble-base trophy, with a gal softball player on the other side.

This was the first time the company had ever sponsored a girl's softball team, and for the girls, it was the first time for many of them to play on a regular team. Although they finished fourth out of six teams, they enthusiastically expressed their interest in playing again and reported they had a great time.

YOU CAN'T ALWAYS BELIEVE WHAT YOU SEE!

One of the MINI-HEADLINES (employee bulletins) sheets of paper stuck to another sheet and went through the printing machine blank. Inadvertently, it was handed out to an employee when distribution was made in the office concerning the fall golf tournament.

The comment written on the blank MINI-HEADLINES and sent back to its originator, the Public Relations Department, read: "This news item was so Mini, I couldn't find it!"

MARY COHN NEW CHAMPUS SUPERVISOR

It was with much regret that Madge Forster, Supervisor of the CHAMPUS Operation, turned in her resignation after 7½ years with the company. It was with equal regret, however, that her co-workers said good-bye to her on Friday the 13th, but they also wished her good luck in her new life.

Madge was married on September 23 and has moved from Jacksonville, her home for 20 years, to Lexington, Kentucky. Shortly after the first of next year, Madge and her husband are planning a trip around the world.



Madge Forster

Mrs. Mary Cohn, the Assistant Supervisor of CHAMPUS, has been selected to replace Madge. Mary has been with us for approximately 2½ years, and is well versed in the benefits and procedures of the CHAMPUS program.

Since the organization of CHAMPUS (Civilian Health and Medical Program of the Uniformed Services) in January, 1961, it has grown from three people to approximately 25 at the present time.



Mary Cohn

FOURTH FLOOR SECRETARY TAKES EUROPEAN TOUR



Carolyn stands in front of the famous Trevi Fountain photographed in the motion picture "Three Coins in a Fountain."

Carolyn Gillespie spent 21 exciting days this summer she will remember for a lifetime, visiting eight European countries. She had planned to go herself one day, but when she heard about a tour sponsored by Florida Junior College, where she is a part-time student, she decided the time was ripe.

Carolyn, who is secretary to JohnL Bentley in the Printing Department, went with 14 other students from FJC and JU, plus three Jacksonville teachers. They boarded a plane on July 17 bound for New York and then took Air France to Portugal, Spain, Italy, Germany, Switzerland, Denmark, England and France. The group toured by bus, but flew from one country to another to conserve precious sightseeing time.

They changed their money into foreign currency in each country and this presented no problems she said. However, as for understanding the different languages, they experienced a little difficulty as tourists do, and "we necessarily made ourselves understood by using our hands a lot!" Her Spanish, though limited, came in handy in Toledo, Spain, the country's first capital, and in Madrid.

Highlights of the trip included rambling through the ruins of Rome, and strolling through Westminster Abbey and Windsor Castle on their "free" day, which they had in each country. "Each country is an education in itself with each having its own special culture," she said. "One thing that each country had in common was friendliness, and meeting the people was the most exciting part of the whole trip."

An unexpected adventure occurred quite by accident. Their plane was grounded in Lisbon, Portugal and they "trained" from there to Madrid. Carolyn explained that not only did they get to see more of the countryside that way, but they were captivated by the scenery which she felt was the most beautiful she saw.

She didn't bring back too many souvenirs, but she is

BOWDEN FLYS HIGH



Edith Bowden was on "cloud 9" when she came to work Monday morning, September 9. Just the day before, she had received her pilot's license for which she had been working since January 22, 1967.

Although a minimum of 40 hours are required before an FAA examiner can test a would-be pilot, Edith put in 78 hours during her training at Craig Field. The Sunday she got her license was the last day of her vacation in which she spent about three hours a day for several days getting ready for her final exam.

Edith, who is a Supervisor in Master Medical, says her co-workers are calling her "Private Pilot Bowden" and she couldn't be prouder. She can now officially fly any single engine plane — solo or with passengers. Her longest flight to date has been from Jacksonville to Palatka, to New Smyrna Beach and back, a three-hour flight.

When asked if she remembered when she made her first solo flight she exclaimed, "Do I remember? Boy, do I. It was six months to the day when I started taking instructions, and after I landed I felt just like 'Aunt Bee' on the Andy Griffith show. When 'Aunt Bee' landed after her first solo flight she was so happy she cried. I know how she felt, and when I watched her, I cried too!" Edith admitted.

EMPLOYEES PITCH IN TO HELP BC/BS HOUSEKEEPING

Our night shift employees may not have noticed a difference, but if daytime employees would have come into the building during the evening hours, they would have seen several familiar faces still laboring away.

The recent Royal Services strike in effect from August 6 to August 14 left BC/BS without any janitorial services whatsoever, and 38 daytime employees volunteered to stay and work from 5:00 p.m. to 9:00 p.m.

Pushing mops, running sweepers, polishing corridors, dusting, emptying trash, and cleaning of all floors were duties handled by several of the "boys" in the stock room, mail room, porters, building services men and several of the maids who stayed late. These employees received overtime pay for their efforts, and although it meant a 12-hour day for them, they went about their chores with a certain amount of levity. Some of the fellows made up badges which they pinned on their shirts reading "janitors," "head porter," etc.

According to Building Manager Derald Smart, these employees put in more than 600 hours during the strike period keeping our building neat and clean so that some employees who came in at 8:00 a.m. weren't even aware there was a strike.

proud of her wooden shoes purchased in Copenhagen, Denmark. She described them as being very comfortable although most people think of them as cumbersome. "All the people there wear them, and although the shoes are pictured as all wood, the tops of the ones I bought are actually leather," she said.

Carolyn and her group reluctantly returned to the States on August 8. One of the remarkable things was that not one piece of baggage was lost. "We carried it ourselves most of the time," she explained, pointing to her still-aching muscles!

Profile WINS RECOGNITION



"Communicator of the Month" — a plaque recognizing the top journalistic effort in the Jacksonville area for employee publications — was awarded to BC/BS for the July issue of PROFILE. PROFILE is the first company publication written and published for employees in nearly two years, replacing the former "News of the Blues."

This award was accepted by Carole Utley, editor, at the August meeting of the Northeast Florida Industrial Editors Association luncheon held at the Steer Room in Jacksonville. This is a traveling plaque, and was on display on the tenth floor before it was given to another company's editor at the group's September meeting.

IT'S A SMALL WORLD

When Pam Harrison came to work for BC/BS just recently as secretary to Personnel Director W. T. Gibson, she found they both had a common bond — along with Mrs. Barbara Lanier who sits within a few feet of both of them.

All have relatives serving in Vietnam. Mr. Gibson's brother, Barbara's son, and Pam's husband are all serving within a short distance of one another in Vietnam. Coincidentally, Barbara's son has written her that his commanding officer is the son of another company employee, Mrs. Emily Tillman, who handles sorting of incoming mail.

LOST & FOUND DEPARTMENT

Several items have accumulated in the office of Building Manager Derald Smart that have been found in the building and on the premises but have not been claimed. If any of the articles below resemble anything you have lost recently, please call extension 6220.

- 1 ladies raincoat
- 1 wedding band
- 1 class ring
- 1 ring with a large stone
- assorted earrings
- 1 bracelet
- 1 necklace
- 1 girl's sweater
- car keys
- brown leather tobacco pouch
- 1 pair reading glasses with black rims
- 2 pairs of sun glasses
- 1 guitar case
- 1 set of small keys (for luggage or jewelry box)

OPEN LETTER TO ALL EMPLOYEES



"Dear Mr. Schroder:

"Indirectly I am a member of the Blue Cross, Blue Shield family. For this I wish to say thanks. Let me first say thanks to BC/BS for giving my wife the opportunity to prove to herself that there was a place for her to express herself in the world of business.

"Now I say thanks for a fringe benefit that came with that opportunity, the group insurance. No one knows what a benefit this really is until it has to be used. In the past five years I have had to use it three times, once in 1963, then in 1965, and once again this month. Without this insurance it is beyond my comprehension the position in which we would find ourselves.

"As I see it, BC/BS is a fine place to work. I am glad that my wife is working with you. I am pleased that she seems to find a kind of happiness in working for BC/BS of Florida."

The above letter was recieved from Virginia Turner's husband, George, shortly before his death on August 23. We extend sympathy to Virginia who felt that her fellow employees might like to read how her husband felt about BC/BS. Virginia is employed in Subscriber Service.

A GLOSSARY OF MODERN OFFICE TERMINOLOGY

IT'S BEING EVALUATED: We forgot all about it.

PROJECT: A word that makes a minor job seem major.

PROGRAM: A project requiring a telephone call.

UNDER CONSIDERATION: Never heard about it until now.

UNDER ACTIVE CONSIDERATION: We're trying to locate the correspondence.

WE'RE MAKING A SURVEY: We need more time to think up an answer.

LET'S GET TOGETHER ON THIS: You're probably as mixed up as I am.

WE'LL ADVISE YOU IN DUE COURSE: If we figure it out, we'll let you know.

WE CAN GO OVER THIS AT LUNCH: It's time we ate on your expense account.

RELIABLE SOURCE: The man you just met.

INFORMED SOURCE: The guy who told the man you just met.

UNIMPEACHABLE SOURCE: The fellow who really started the rumor.

CHANNELS: The trail left by inter-office memos.

TO NEGOTIATE: To seek a meeting of minds without the knocking together of heads.

RE-ORIENTATION: Getting used to working again.

GIVE US THE BENEFIT OF YOUR PRESENT THINKING: We'll listen to what you have to say as long as it doesn't interfere with what we have already decided to do.

CONSULTANT (OR EXPERT): Any ordinary guy with a briefcase who is more than 50 miles from home.

ACTIVATE: Make more carbons and add names to the memo.

IMPLEMENT: Hire more people and expand the office.

FORWARDED FOR YOUR CONSIDERATION: You hold the bag for awhile.

EXPEDITER: End man in game of Pass-the-Buck.

CO-ORDINATOR: The guy who has a desk between two expeditors.

NOTE AND INITIAL: Let's spread the responsibility.



Taking an advance look at our "glossary" on this page are Analou Sauls, left, and Inez Rowell, right, who enjoyed a good laugh together over the phrase "Under Active Consideration," which is defined as "We're trying to locate the correspondence."

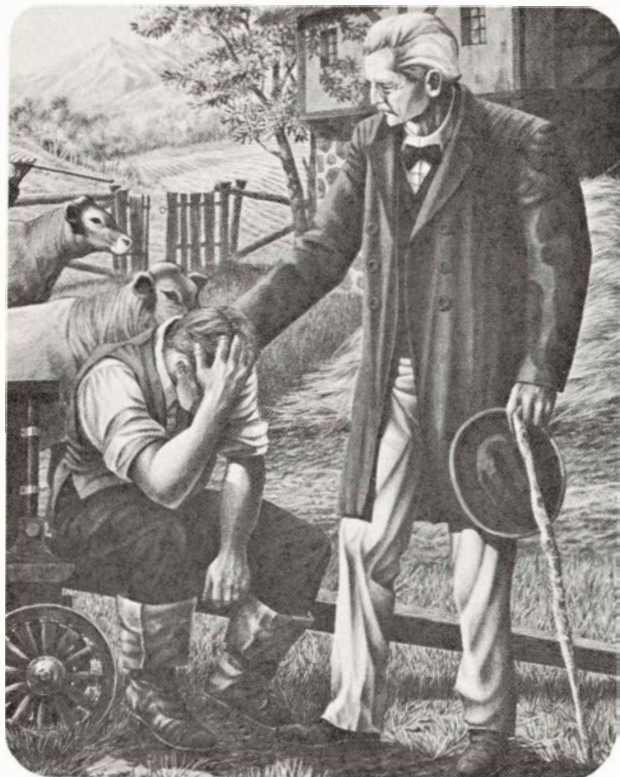
This was especially humorous to them as they both are employed in the mail sorting department!

WHAT'S BLACK WITH YELLOW STRIPES?



Our parking lots . . . shown here from a bird's eye view, newly resurfaced and relined. Lots shown above on the May Street side, plus side lots next to the building and lots across the street on Riverside Avenue all mean free parking for all employees. Spaces for 634 cars are now available to all BC/BS employees.

A CENTURY OF FINANCIAL SELF HELP



Out of misery came relief.

From a small group of debt-ridden German farmers more than a century ago sprang an idea of financial self help that has spread into a worldwide movement, resulting in a significant economic force in many nations of the world. Even in the United States, the idea of the first credit union may be said to have originated in India.

It was slightly over one hundred years ago that Frederick William Raiffeisen, mayor of a small German town, became deeply disturbed over the financial plight of famine-stricken farmers in the area. Hopelessly in debt, what few possessions they had were fast falling into the hands of unscrupulous money lenders. Determined to ease their poverty and misery, Raiffeisen conceived the idea that the farmers could help themselves by pooling their meager savings and lending them to each other at a low rate of interest. Thus, the credit union movement was born.

Credit unions in North America appeared first in Canada. In 1900, a French-Canadian journalist, Alphonse Desjardins, organized a credit union to help solve the economic plight of his friends and neighbors in Levis, Quebec. Ultimately, Desjardins was responsible for the establishment of several credit unions in Canada and assisted in getting the movement started in the United States.

Traveling in India in 1907, Edward A. Filene, a wealthy Boston merchant, was so impressed with a credit union there that he immediately set out on his return home to establish the first credit union in the United States. Through his efforts and influence the first credit union act was passed by the Massachusetts legislature in 1909. This was the beginning of a 30 year crusade by Mr. Filene to establish credit unions throughout the country and his right to the title of "Father of the Credit Union Movement."

Today, credit unions number in the thousands. These cooperative self-run enterprises have been established wherever people with mutual interests have become interested in helping each other with money matters.

The company-sponsored Blue Cross Employees Credit Union was established in 1953. Through the dedication of officers and members of the Board of Directors selected by the members of the Credit Union, and through the encouragement and guidance of management, it has since continuously served its members well. Five members of the original board are still at Blue Cross — N. G. Johnson, Sara Slotterbeck, Mattie Godwin and Betty Collins — and with the exception of Mrs. Slotterbeck, they are still serving on the Board.

WHAT IS A SUBSCRIBER?

A subscriber is the most important person ever in this office, in person, on the phone, by mail, or by a card in our files.

A subscriber is not dependent upon us, we are dependent upon him. Neither Blue Cross nor Blue Shield could go very far without subscribers.

A subscriber is not an interruption of our work, he is the purpose of it. We are not doing him a favor by serving him, he is doing us a favor by giving us an opportunity to do so.

A subscriber is not an outsider to our business he is part of it.

A subscriber is not a cold statistic – a name on an application card or billing form. He is a flesh and blood human being, with feelings and emotions like our own; and when he or a member of his family is ill he is especially sensitive, needs pleasant attention, understanding and help.

A subscriber is not someone to argue with. Nobody ever really won an argument with a subscriber any more than the sales person really wins an argument with the customer who's always right.

A subscriber is a person who brings us his wants. It's our job to fill his wants to the best of our ability – with benefit to him and to ourselves.

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prove it!

THE UNITED WAY